



Pentron Clinical Ensures Recovery of its Voice Systems with SafeData/TR

Pentron Clinical Technologies and its affiliates have been developing, manufacturing and marketing dental products since 1967. The company has more than 100 employees and is headquartered in Wallingford, Conn.

Challenge

Pentron receives up to 300 calls from dental offices each day to purchase products and processes up to 7000 orders each month. Located in New England, the potential for inclement weather conditions preventing employees to make their commutes to work is probable and the potential for other man-made or natural disasters is always a possibility.

“In order to provide the highest level of customer service, we need to be able to take the calls from our customers at any time and process our orders efficiently,” explained Robin Bavin, VP of IT for Pentron. “We needed a solution that would prevent us from missing these important customer calls.”

Solution

Pentron already had the SafeData/HA (High Availability) solution to ensure the availability of its ordering and shipping solution, its critical servers, as well as the company’s website. With SafeData/HA, a switchable “mirror” of Pentron’s systems is created and maintained by SafeData and available within two hours of planned or unplanned downtime.

Pentron realized the recovery of its voice systems was also a critical aspect of its business continuity efforts. The manufacturer searched for

a solution to protect its telecommunications system and found that SafeData/TR (Telecom Recovery) was the only disaster recovery solution of its kind on the market.

With the SafeData/TR voice recovery services, Pentron can route incoming calls to any phone number(s) (i.e. a sales representative’s home phone, an alternate office) to prevent lost calls. The sales representatives can take the customer orders no matter where they are located and changes can be made remotely to the recovery solution, as needed.

“SafeData/TR is a valuable business continuity tool that helps us ensure that we can provide our customers with top-notch service by preventing us from ever losing any of their important calls.”

*~Robin Bavin, VP of IT,
Pentron Clinical Technologies*

SafeData/TR enables Pentron to rapidly regain control of incoming calls after an outage or if employees are unable to make it to the office. The web-based solution provides fast and flexible routing capabilities and is easy to use. It does not require any additional equipment or capital investment and works with any long distance telephone carriers.

Return on Investment

“Customer service is a top priority for our company,” commented Bavin. “SafeData/TR is a valuable business continuity tool that helps us ensure that we can provide our customers with top-notch service by preventing us from ever losing any of their important calls.”

“We have worked with SafeData for many years and have been very happy with their solutions and the service they have provided,” added Bavin. “The family of SafeData solutions is reliable, flexible, easy to use and affordable and is a perfect fit for our needs.”